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Total Number of Pages In This Submission

Application Number	09/989,636
Filing Date	November 20, 2001
First Named Inventor	Michael J. Fell
Art Unit	3632
Examiner Name	Alfred J. Wujciak, III
Attorney Docket Number	MMD-PT004.1

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ENCLOSURES (Check all that apply)

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<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input checked="" type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
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Remarks

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PLEASE IMMEDIATELY DELIVER TO EXAMINER ALFRED J. WUJCIAK, GROUP ART UNIT 3632.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Ruy M. Garcia-Zamor Volpe and Koenig, P.C.	Reg. No. 44,117
Signature		
Date	May 27/2004	

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being sent via Facsimile (703-872-9306) addressed to: Examiner Alfred J. Wujciak, III, Group Art Unit 3632, on this date:

Typed or printed name	Ruy M. Garcia-Zamor
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	Date May 27, 2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENT**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****In the PATENT APPLICATION of:**

Michael J. Fell

Application No.: 09/989,636**Confirmation No.:** 1159**Filed:** November 20, 2001**For:** METHOD AND DEVICE FOR
MERCHANDISING A PRODUCT**Group:** 3632**Examiner:** Alfred J. Wujciak, III**Our File:** MMD-PT004.1**Date:** May 27, 2004**AMENDMENT AFTER FINAL**

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Sir:

The following Amendment cancels claims rejected over prior art and corrects minor informalities to places allowable claims into condition for allowance. Entry of this Amendment places this application in condition for allowance and will not require any further searching or consideration of arguments by the Examiner. The following Amendment and Remarks are respectfully submitted in response to the final Office Action, dated February 27, 2004, for the above-identified application. Entry of the following Amendment and Remarks are respectfully requested.